



2016 MEDIA KIT



Who are we?

## Houston Style Magazine

[StyleMagazine.com](http://StyleMagazine.com)

*Houston Style Magazine* is Houston's premiere print source for local news, entertainment, fashion and lifestyle; reaching over 100k readers every week.

[StyleMagazine.com](http://StyleMagazine.com) is the preferred lifestyle, news, and entertainment resource providing up-to-date original and syndicated CNN content. As the leading source within the African-American community, both *Houston Style Magazine* and [StyleMagazine.com](http://StyleMagazine.com) aim to capture and engage readers with content that appeals to the urban community.

Most recently, research data has shown that *Houston Style Magazine* (print and website) has gained a large Hispanic audience. To better serve our growing Hispanic community, *Houston Style* is now printing content in Spanish as well.

*Houston Style Magazine* was founded in 1989 and is published by **Minority Print Media, L.L.C.**



90 Languages Spoken in Houston Texas

## Demographics

- Houston Style Magazine is Houston’s leading urban publication
- Houston Style Magazine provides the alternative to community newspapers that are “hard news” driven. Each week we deliver cutting edge news and coverage of current community events that are relevant to Houston’s urban communities
- Houston Style Magazine is the contemporary choice for Urban readers between the ages of 18 and 39 years old.
- Houston Style Magazine’s goal is to focus on the positive contributions in the local communities to enhance and to uplift the images of Urban America by saluting their achievements in print.
- Houston Style Magazine’s well defined readership allows us to keep our finger on the pulse of our urban communities. This intimate connection allows us to actively engage America’s 4th largest consumer market.
- Only 25% of African-Americans receive a daily newspaper, however a robust 60% of the African-American and Hispanic communities read their minority owned weekly newspapers.

*Houston Style Magazine* provides an educated Urban view inside the worlds of celebrity, business, fashion, beauty, health, travel, transportation, culinary, real estate, arts, culture and entertainment.

### HOUSTON...

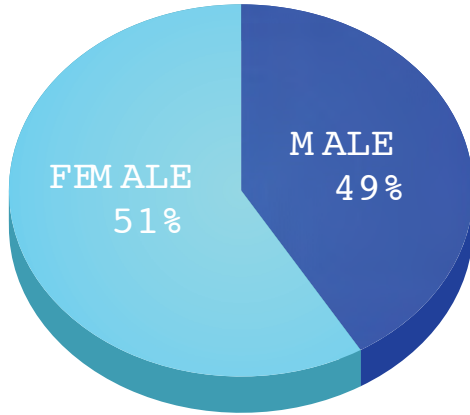
- ...**listed as the fastest growing city in America**  
Source: Forbes Magazine
- ...**Over 11,000 Restaurants (Rated to eat out more)**  
Source: Forbes Magazine
- ...**Houston’s Theater District Second to New York**  
Source: Forbes Magazine
- ...**40 Colleges and Universities in Houston, Texas**  
Source: Forbes Magazine
- ...**the 3rd largest Hispanic population in America**  
Source: Brookings 2011
- ...**top 5 city for African-American families in America**  
Source: Brookings 2011

**9.1% POP GROWTH PROJECTED IN 5-YEARS**

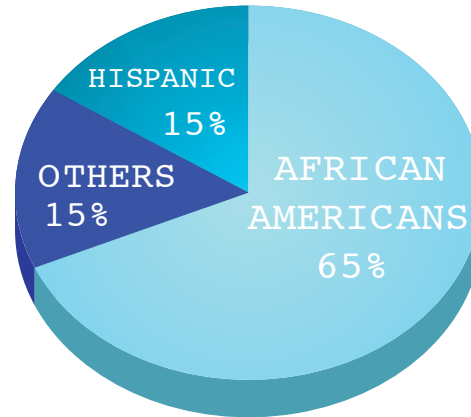
Source: Nielsen Pop-Facts 2011

Readership

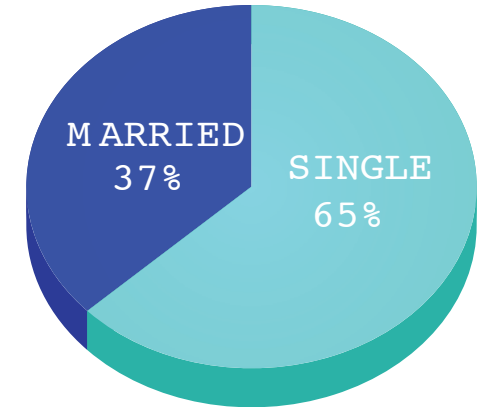
Sex



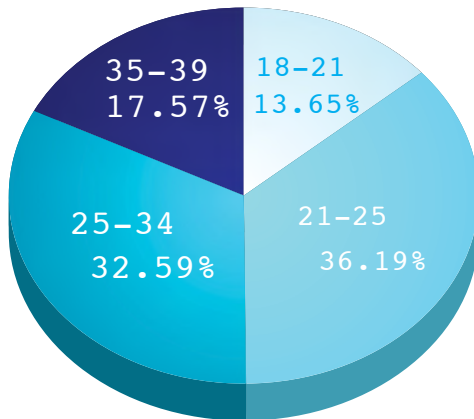
African American



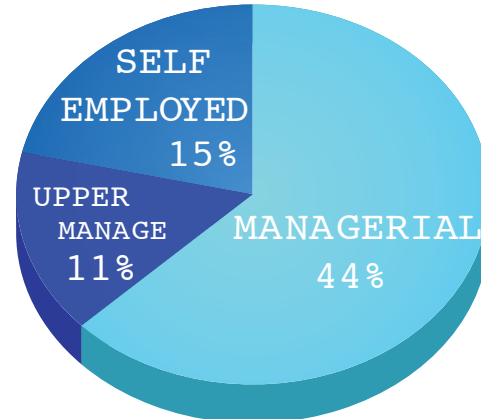
Marital Status



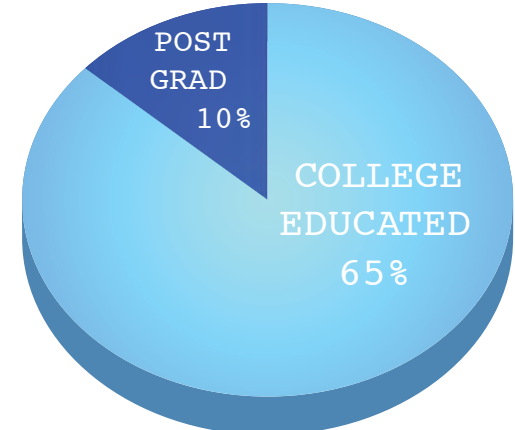
Age



Employed



Education



Median Household Income \$67,900



## Distribution By Zip Code

The publication is professionally distributed by our team of ten routed drivers who target Zip Codes in Harris County which includes the cities of greater Houston, Katy, Bellaire and Pearland. We also target Zip Codes in Fort Bend County which includes the cities of Missouri City, Richmond, Rosenberg, Stafford and Sugar Land.

The zip codes are broken down by upscale and middle-class Urban neighborhoods throughout houston, Texas. These neighborhoods encompass the greater Houston Metropolitan Statistical Area.

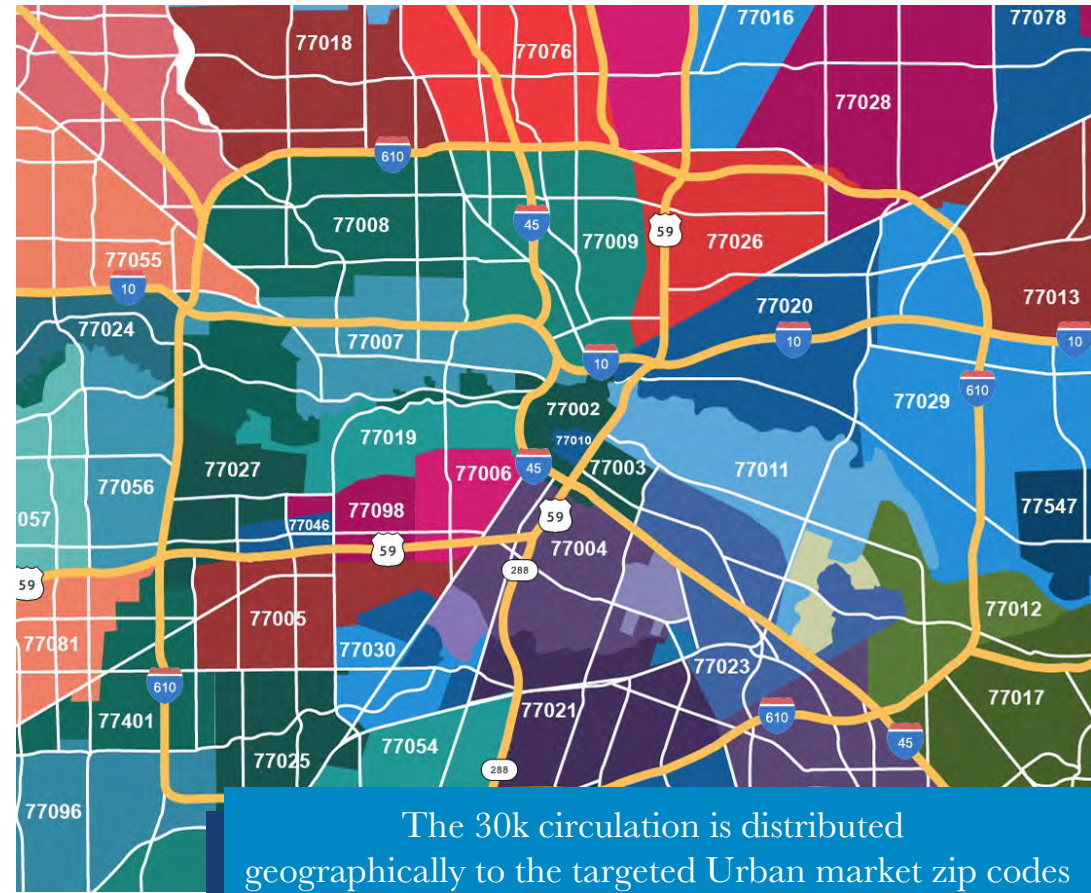
### Targeted Zip Codes

#### HARRIS COUNTY ZIP CODES

77002 77003 77004 77005 77007 77015  
77016 77017 77021 77023 77025 77026  
77028 77031 77033 77035 77039 77045  
77048 77049 77051 77053 77054 77056  
77064 77066 77067 77071 77072 77076  
77078 77082 77083 77084 77085 77087  
77088 77089 77096 77098 77401 77450

#### FORT BEND COUNTY ZIP CODES

77406 77459 77471 77477 77478 77479  
77489 77583 77584 77598



Our Social Network Channels

Houston Style Magazine's Digital Stats

**Page Views: 4.9 million per year**  
**Unique Vistors: 4.1 million per year**  
**Ad Impressiona: 2.1 million per year**  
**Facebook Followers: 67k**  
**Twitter Followers: 10k**

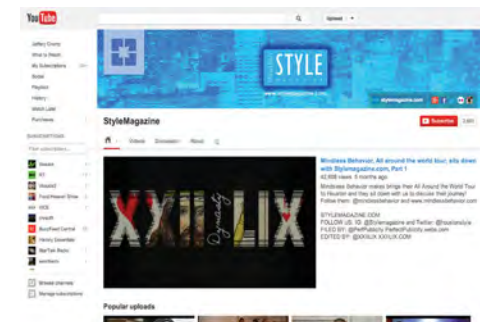


Stylemagazine.com	FLAT RATE - PER MONTH
Leader-board (728 x 90)	\$500.00
Square (300 x 250)	\$300.00
Mobile (468 x 60)	\$400.00
E-blast Mail Marketing	\$275.00 per blast (40k unique emails)

Houston Style Magazine's Social Following spans over 80k

Twitter.com	Pricing
Unique Tweet	3 tweets   \$275
Re-tweet	\$025.00

Facebook.com	Price per post
Unique Post	\$150.00
Re-post	\$025.00



**Our Print Display Rates**

In Partnership with H-E-B and all H-E-B Locations

**ROP Rates | 4 Color Charge | Mechanical Inserts**

**\$61.54 (net) per column inch**

**\$400.00 (4) Four Color Charge**

**\$50.00 per thousand - Inserted**

**E-Mail AD Copy to: [advertising@stylemagazine.com](mailto:advertising@stylemagazine.com)**

**Accepted Formats: .pdf, .jpg, .tiff and .eps**

**5c x 13" SAU Tabloid Publication**

**65 Total Inches Per Page**

Display Rates	Size	Totals	Pricing
<b>1/4 - Page Display Rate</b> 2.5c x 6.5"	5" x 6.5"	16.25 Column Inches	\$1,000.00
<b>1/2 - Page Display - Vertical Rate</b> 2.5c x 13"	5" x 13"	32.50 Column Inches	\$2,000.00
<b>1/2 - Page Display - Horizontal Rate</b> 5c x 6.5"	10-13/16" x 6.5"	32.50 Column Inches	\$2,000.00
<b>Full Page Display Rate</b> 5c x 13"	10-13/16" x 13"	65.00 Column Inches	\$4,000.00
<b>Double Truck Display Rate</b> 11c x 13"	22-05/16" x 13"	143.00 Column Inches	\$8,800.00

## Deadline & Publication Dates

2016	Deadline Dates	Publication Dates
<b>January</b>	01-01-16 01-08-16 01-15-16 01-22-16	01-07-16 01-14-16 01-21-16 01-28-16
<b>February</b>	01-29-16 02-05-16 02-12-16 02-19-16	02-04-16 02-11-16 02-18-16 02-25-16
<b>March</b>	02-26-16 03-04-16 03-11-16 03-18-16 03-25-16	03-03-16 03-10-16 03-17-16 03-24-16 03-31-16
<b>April</b>	04-01-16 04-08-16 04-15-16 04-22-16	04-07-16 04-14-16 04-21-16 04-28-16
<b>May</b>	05-29-16 05-06-16 05-13-16 05-20-16	05-05-16 05-12-16 05-19-16 05-26-16
<b>June</b>	05-27-16 06-03-16 06-10-16 06-17-16 06-24-16	06-02-16 06-09-16 06-16-16 06-23-16 06-30-16

2016	Deadline Dates	Publication Dates
<b>July</b>	07-01-16 07-08-16 07-15-16 07-22-16	07-07-16 07-14-16 07-21-16 07-28-16
<b>August</b>	07-29-16 08-05-16 08-12-16 08-19-16	08-04-16 08-11-16 08-18-16 08-25-16
<b>September</b>	08-26-16 09-02-16 09-09-16 09-16-16 09-23-16	09-01-16 09-08-16 * 09-15-16 09-22-16 09-29-16
<b>October</b>	09-30-16 10-07-16 10-14-16 10-21-16	10-06-16 10-13-16 10-20-16 10-27-16
<b>November</b>	10-28-16 11-04-16 11-11-16 11-18-16	11-03-16 11-10-16 11-17-16 11-24-16
<b>December</b>	11-25-16 12-02-16 12-09-16 12-16-16 12-23-16	12-01-16 12-08-16 12-15-16 12-22-16 12-29-16

Houston Style Magazine  
was founded in 1989



Calendar of Special Issues

2016	Deadline Dates	Deadline	Publication Date
<b>January</b>	Salute to Martin Luther King, Jr.	01-02-16	01-14-16
	Black History Month	01-18-16	01-28-16
<b>February</b>	Super Bowl	01-26-16	02-04-16
	Valentines Special	02-01-16	02-11-16
	Rodeo Houston	02-15-16	02-25-16
<b>March</b>	Black Newspaper Week	02-26-16	03-02-16
	Spring Fashion Special	03-06-16	03-16-16
	March Madness	03-14-16	03-24-16
	NCAA Final Four	03-25-16	03-31-16
<b>April</b>	Autism Awareness	03-27-16	04-07-16
	Black Heritage Music Month	04-17-16	04-27-16
<b>May</b>	Mothers Day Special Salute	4-27-16	05-05-16
	Cinco de Mayo	4-27-16	05-05-16
	Graduation Special Salute	5-16-16	05-26-16
<b>June</b>	Summer Travel	5-24-16	06-02-16
	Fathers Day Special	6-06-16	06-16-16
	Juneteenth Special	06-06-16	06-16-16
	Independence Day (4th of July) Celebration	06-20-16	06-30-16
<b>August</b>	2016 Olympics	07-29-16	08-04-16
	Back To School	08-05-16	08-11-16
<b>September</b>	NFL Season Edition	09-02-16	09-08-16
	Hispanic Heritage Month	09-09-16	09-15-16
	Breast Cancer Awareness	09-19-16	09-29-16
<b>October</b>	AIDS Awareness	09-27-16	10-07-16
<b>November</b>	Election Edition	10-23-16	11-03-16
	Thanksgiving Special Salute	11-12-16	11-22-16
<b>December</b>	Christmas Edition	12-13-16	12-21-16

Corporate Headquarters

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**FB:** Houston Styl Magazine



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